



THE ESPLANADE ASSOCIATION

**DCR PARKS STEWARD
CONFERENCE**

BUILDING AND MAINTAINING A SUCCESSFUL ORGANIZATION

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The Esplanade Association works to restore and enhance the Charles River Esplanade



**ABOUT THE ESPLANADE
ASSOCIATION**

The Esplanade Association: Goals

To advocate effectively to restore and enhance the historic character and natural environment of the Esplanade

To raise funds and develop partnerships to improve and maintain the park

To provide the long term vision to ensure a beautiful and vibrant park for future generations

To assure that the Esplanade become a “world class park” that is accessible to all



GOALS

KEY DATES

- 1890 - Charlesbank created
- 1910 - Dam Completed – 100 foot wide strip of land created and named the Esplanade
- 1929 - Helen Storrow provides funding to match 2.3 million dollars from the Commonwealth and 400,00 from the City
- 1931 – 1933 – 1st phase of construction includes lagoon, overlooks, boathaven and music oval
- 1934 – Plant 1,200 trees and 12,000 shrubs
- 1936- Storrow Memorial embankment dedicated
- 1940 – Hatch Shell
- 1941 - Community Boating
- 1951 – Storrow Drive Built



HISTORIC TIMELINE



SUCCESSFUL PROJECTS

FRIENDS GROUP

A collection of people
who share compassion
for a special place



FRIENDS GROUPS

- RAISE MONEY
- ADVOCATE
- VOLUNTEER
- CELEBRATE PARKS
- DEVELOP SUPPORTIVE RELATIONSHIPS WITH AND FOR PARKS





Public Garden

PUBLIC GARDEN



COPLEY SQUARE



ROSE KENNEDY GARDEN

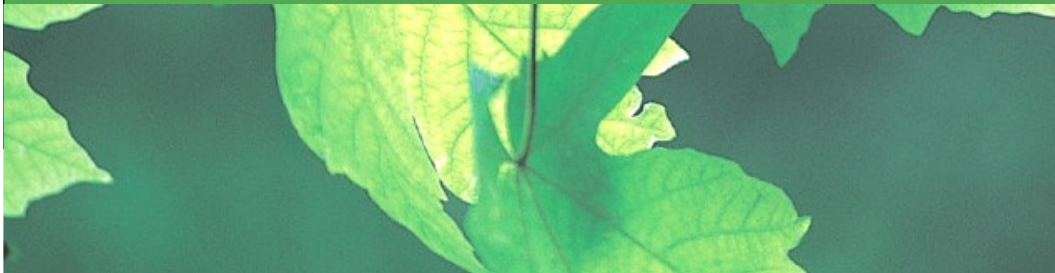


CENTRAL ARTERY PARKS

➤ There Is No Magic Formula

➤ Change Over time

➤ Vary widely in scale



KEY STEPS



1. ASSESS THE NEED



KEY STEPS

2. CONVERT PASSION TO PURPOSE

- EFFECTIVE GROUPS HAVE A CLEAR UNDERSTANDING ABOUT WHAT THEY WANT TO ACCOMPLISH AND WHY



KEY STEPS

3. THINK STRATEGICALLY AND DEVELOP:

- OBJECTIVES AND GOALS
- WORK PLAN
- MISSION
- VISION



KEY STEPS

4. DEVELOP CLEAR MEASURES FOR SUCCESS AND REWARD YOURSELF WHEN YOU ACCOMPLISH THEM



KEY STEPS

5. BUILD AND MAINTAIN SUPPORT



- MEMBERSHIP AND WHY?
- OUTREACH and COMMUNITY ENRICHMENT



KEY STEPS

6. BE REALISTIC ABOUT EXPENSES

- HOW BIG DO YOU NEED TO BE?
- OPERATING VERUS CAPITAL AND PROJECT SUPPORT



KEY STEPS

7. PROMOTE GROUP AND MISSION

- REQUIRE EVERY BOARD MEMBER TO KNOW YOUR MISSION
- EVERY YEAR CHOOSE ONE CORE MESSAGE AND PROMOTE IT RELENTLESSLY
- BE CREATIVE ABOUT MEDIA
- USE THE MEDIA OUTLET THAT BEST SUITS YOUR AUDIENCE



KEY STEPS

8. BUILD THE BOARD

- DEVELOP CLEAR EXPECTATIONS
- STRIVE FOR DIVERSITY
- BE SELECTIVE RATHER THAN REACTIVE
- BE FLEXIBLE



KEY STEPS

9. TRANSITION GROUP LEADERSHIP



KEY STEPS

FINAL THOUGHTS

- BE REALISTIC
- ESTABLISH GOALS
- BE CREATIVE
- HAVE FUN

